



U.S. Army Joint Munitions and Lethality Life Cycle Management Command

“Our Army at War - Relevant & Ready”

13 Steps to Doing Business with the Army

Office of Small Business Programs



VISION

**To Be The Premier Advocacy
Organization Committed To
Maximizing Small Business
Opportunities In Support Of
The Warfighter.**



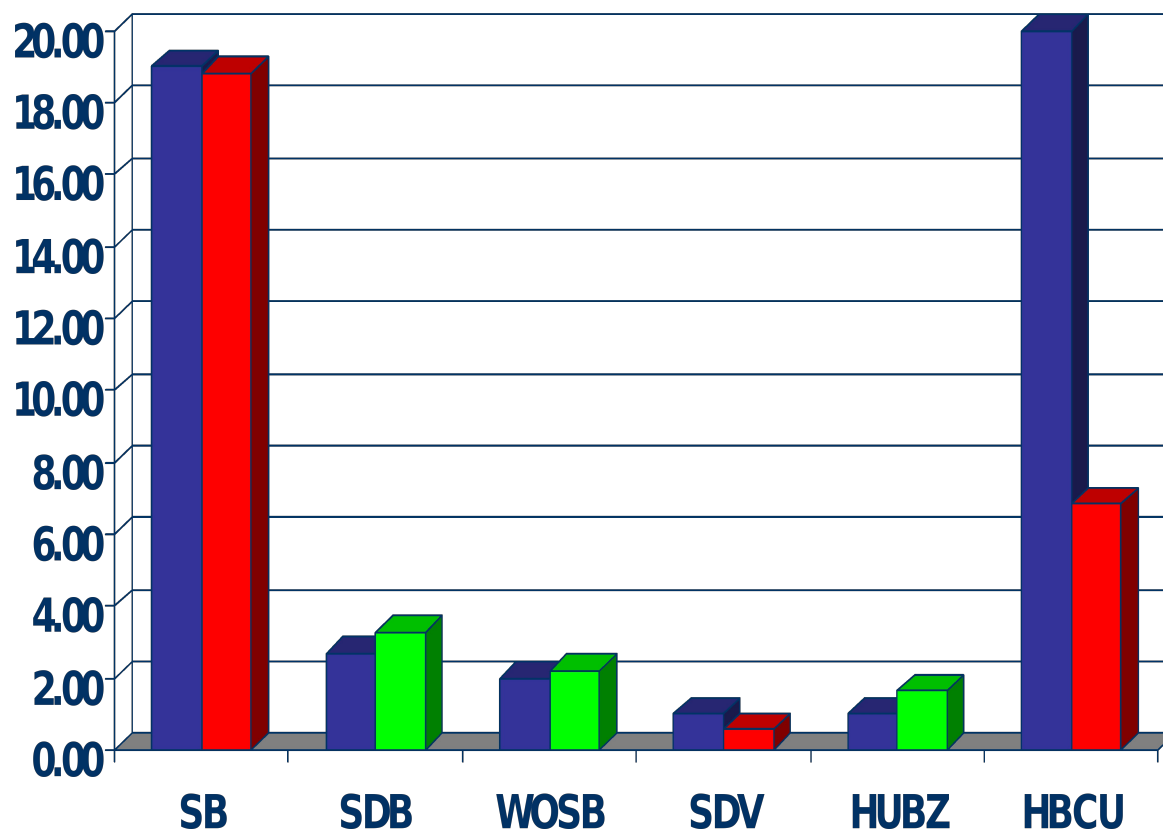
MISSION

- Advise the Commander of the JM&L LCMC Leadership on Small Business Related Matters
- Spearhead Innovative Initiatives that Contribute to Expanding the Small Business Industrial Base Relevant to the Army Mission and Priorities of the JM&L LCMC
- Leverage the Use of Minority Serving Educational Institutions in Support of Army Science and Technology Programs



FY 06 PERFORMANCE

TOTAL OBLIGATED
in FY 06 = \$2.2B



Small Business=\$326M
18.8% of Goal of 19.0%

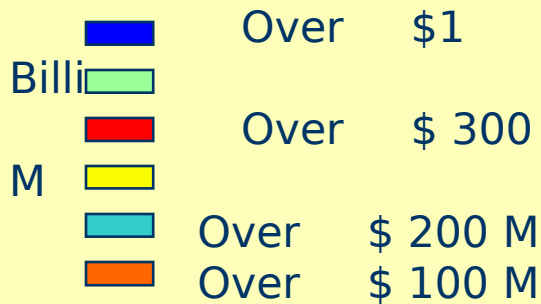
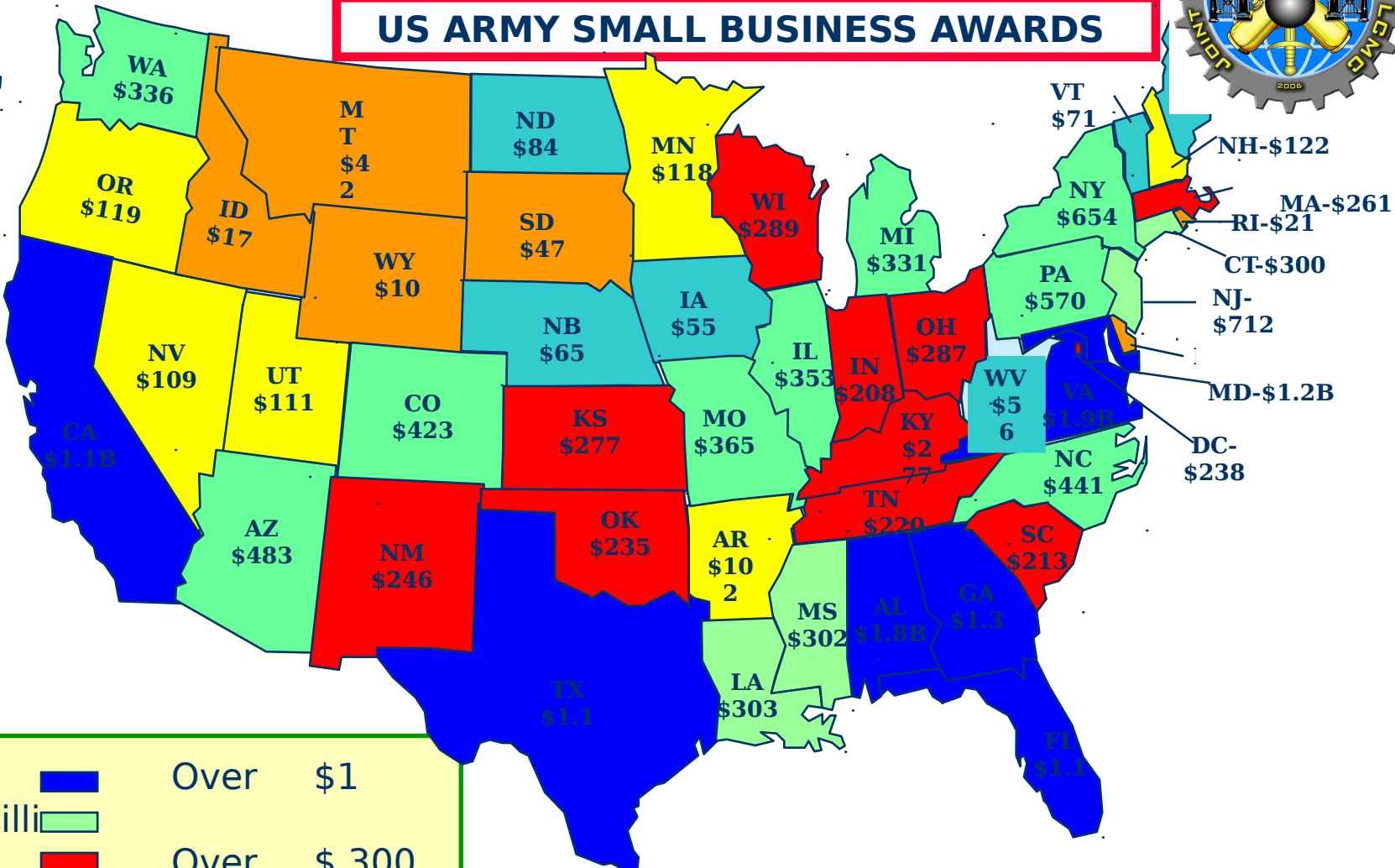
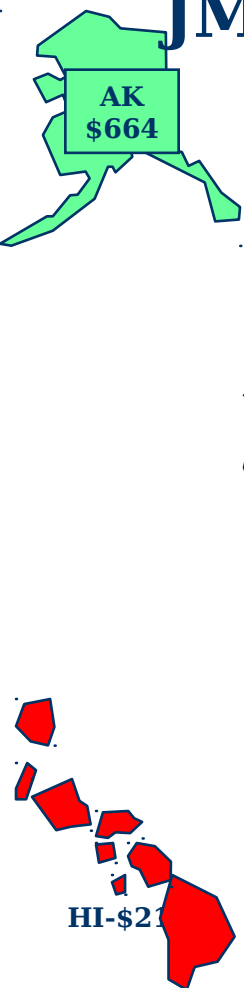
Small Disadvantaged=\$57M
3.28% of Goal of 2.7%

Women Owned=\$38M
2.19% of Goal of 2.0%

Service Disabled Veteran Owned=\$9.8M
0.57% of Goal of 1.0%



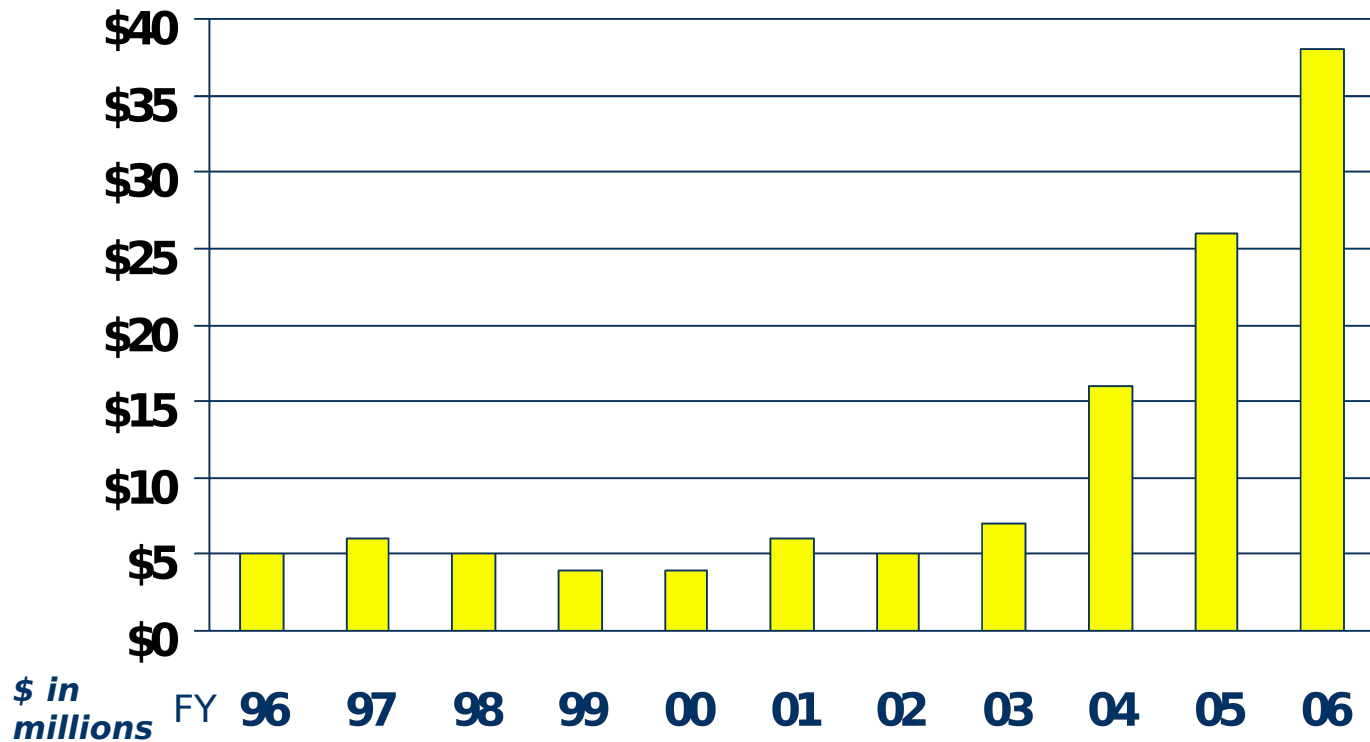
US ARMY SMALL BUSINESS AWARDS



FY 05 SMALL BUSINESS AWARDS \$20.4 Billion



WOSB PROGRAM HISTORY



Effective FY 99, data includes Federal Supply Schedule awards over \$25K



SELLING TO ARMY Single Portal For Army Small Business Website



- Small Business
- Acquisition Professionals
- Toolbox resource for the acquisition professional



STEP ONE

- Know the product of service you are selling to the JM&L LCMC.
- Modify your marketing strategy based on each agencies goals and objectives are within the Department for each product or service.
- Many government product/service listings and future procurements are broken down by FSC: <http://www.sellingtoarmy.info/User/Misc/FSCSearch.aspx> or North American Industry Classification System (NAICS) codes <http://www.census.gov/epcd/www/naics.html>.
- Know your Federal Supply Classification Code (FSC).



STEP TWO

- Contact the Defense Logistics Services Center to request a CAGE Code: <http://www.dlis.dla.mil>
- You must have a Data Universal Number System (DUNS) Number. You can contract Dun and Bradstreet by calling 1-800-333-0505 or 610-882-7000.



STEP THREE

- JM&L LCMC's buying activities make purchases in support of their individual base requirements and are considered local buys.
- Contact Mr. Eric Bankit at 973-724-3068 at the JM&L LCMC Office of Small Business Programs to discuss business opportunities for your firm.
- Provide your company's capabilities to include a brief written summary of your products/services.



STEP THREE (Cont'd)

- An excellent marketing tool to assist you in identifying buying activities that purchase your products or services is the Department of Defense (DOD) Standard Tabulation (ST28) report.
http://siadapp.dior.whs.mil/procurement/historical_reports/statistics/procstat.html
- This report will assist you in marketing other DOD activities. This is your primary market for prime contracts within DOD.



STEP FOUR

- IMPAC Card (purchase/credit cards) – instrument that personnel at each installation are authorized to use the to buy supplies and services (valued at \$3,500 or less).
- The preferred payment method is through the government purchase card, please let your Army customers know.



STEP FIVE

As with any customer, it is best to do some research about the activity before calling them. Many Army activities maintain their own websites. This information may be helpful in identifying the primary mission of that command.

AMC – <http://www.amc.army.mil/amc/smlbus>

ACE – <http://www.hq.usace.army.mil/hqsb/>

DCCW – <http://dccw.hqda.pentagon.mil/smallbiz/index.htm>

INSCOM – <http://www.inscom.army.mil/>

MEDCOM – <http://sb.amedd.army.mil/>

MRMC – <http://www.mrmc.smallbusopps.army.mil>

SDDC – <http://www.sddc.army.mil/>

NGB – <http://www.ngb.army.mil/>

SMDC – <http://www.smdc.army.mil/>

ACA – <http://aca.saalt.army.mil>



STEP SIX

- In order to do business with the Army and the JM&L LCMC, you must be registered in the Central Contractors' Register database. This registration must be completed prior to award of any contract or agreement. This registration can be accomplished on-line at <http://www.ccr.gov>.
- On April 18, 2005, the U.S. Small Business Administration began using its Small Business Logic to determine the small business status of companies registered in the CCR



STEP SEVEN

Procurement Technical Assistance Center (PTAC)
Ms. Dolcey Chaplain, Director
NJIT, University Heights
Newark, NJ 07102-1982
Ph (973) 596-3105
Fax (973) 596-5806

- Procurement Technical Assistance Centers are an important resource.
- These Centers are located in most states and partially funded by DOD to provide small business concerns information on how to do business with the DOD.



STEP EIGHT

- In addition, the SBA offers assistance through their Small Business Development Centers, <http://www.business.gov/>, Service Corps of Retired Executives, and regional SBA offices which can provide information on loan programs, government procurements, and the Section 8(a) program.
- Don't forget to check out the SBA's Office of Women's Business Ownership, as well as the Online Women's Business Center, <http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html>. These are special resources developed specifically to meet the needs to WOSB concerns.



STEP NINE

- Regardless of your product or service it is important that you not neglect our very large secondary market. Subcontracting Opportunities with DOD Prime Contractors
http://www.acq.osd.mil/osbp/doing_business/index.htm and lists all of the major DOD prime contractors by state and provides a point of contact (Small Business Liaison Officer) within each firm.
- These firms negotiate goals with the contracting activities for subcontracting to small business concerns. This is a multi-billion dollar market. We encourage you to investigate potential opportunities with the large DOD prime contractors, some of which have websites.



STEP NINE (Cont'd)

- Many of DOD's requirements may be beyond the scope of a single small business. We encourage our prime contractors to subcontract and team with small business concerns. Also the Small Business Administration's Sub-Net is another resource to search for subcontracting opportunities.
<http://web.sba.gov/subnet/>



STEP TEN

- As we downsize our acquisition workforce within the Army, more and more of our products/services are being purchased from General Services Administration (GSA) schedules. If you are interested in obtaining information about GSA schedules, please contact:
 - General Services Administration
<http://www.gsa.gov>
 - FSS Schedule Information Center (FM)
Washington, DC 20406
(703) 305-6477



STEP ELEVEN

- It is important that you are familiar with the Federal contracting procedures and regulations. The following regulations govern contracting procedures within the Army and are available online.
- Federal Acquisition Regulations (FAR)
<http://www.arinet.gov/far/>
- The Defense Federal Acquisition Regulations Supplement (DFARS)
- The Army Federal Acquisition Regulations Supplement (AFARS)



STEP TWELVE

- Federal business opportunities are posted on <http://www.fedbizopps.gov>. This is a single point of entry for the Federal Government and should be monitored daily.



STEP THIRTEEN

- After you have identified your customers, researched their requirements, and familiarized yourself with procurement regulations and strategies, it is time to market your product or service directly. Present your capabilities clearly and cogently to the JM&L LCMC activities and prime contractors to whom you are marketing.
- Realize that, like you, their time is valuable and if the match is a good one, you can provide them with a cost-effective, quality solution to their requirements.



QUESTIONS

GOOD LUCK!

- (<http://www.sellingtoarmy.com/User/Misc/13Steps.aspx>). “Doing Business with the Army”
- Under tab Business Development.

www.sellingtoarmy.info

